



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting  
8:00 a.m., Tuesday, April 21, 2015  
Kiva Forum-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251**

**Marked Agenda**

**1. Call to Order/Roll Call -8:00AM**

David Scholefield, Chairperson –**LEFT 9:09AM**  
Ren Hirose, Vice-Chairperson  
Camille Hill  
Ace Bailey

Tom Enders  
Robert McCreary  
Carl Grupp-**ABSENT**

**2. Approval of Minutes**

Commission discussion and recommendation to approve the March 17, 2015 regular meeting minutes.

**COMMISSIONER HIROSE MOVED TO APPROVE THE MINUTES OF THE MARCH 17, 2015 REGULAR MEETING. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0).**

**3. Manager Reports**

Staff Contact: Steve Geiogamah, Tourism Development Manager

- a. Staff Bed-Tax Collection Report
- b. Bed Tax Proforma
- c. Smith Travel Report
- d. Program Updates

**4. ESPN FanFest Update**

Commission presentation and discussion regarding the 2015 ESPN FanFest Event and ESPN broadcast audit report.

Presenter: Emily Ginzl, Senior Manager, Marketing, Scottsdale Fashion Square

Staff Contact: Steve Geiogamah

**5. FY2015/16 Scottsdale CVB Destination Marketing Program**

Commission discussion and possible recommendation regarding the FY 2015/16 Scottsdale CVB Destination Marketing Program and Contractual Performance Measurements.

Rachel Sacco, President/CEO Scottsdale Convention & Visitor's Bureau

Staff Contact: Steve Geiogamah



6. **Bed Tax Stabilization Fund**

Commission update, discussion regarding the establishment of a tourism program bed tax stabilization fund

Staff Contact: Steve Geiogamah

7. **FY 2015/2016 Event Support Funding Programs**

Commission update, discussion and possible action regarding the FY2015/16 Event Support Funding Programs

Staff Contact: Steve Geiogamah

8. **Fiesta Bowl 2014/15 Performance Recap**

Update and commission discussion.

Rachel Pearson, Vice President of Community & Government Affairs SCVB

Staff Contact: Steve Geiogamah

9. **Marshall Way Project Update**

Commission update and discussion regarding the Marshall Way Art Project

Presenter: Donna Isaac, Director Scottsdale Public Art, Vice President Scottsdale Cultural Council

Staff Contact: Gary Meyer, Project Manager Sr.

10. **Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**PUBLIC COMMENT WAS MADE BY BOB CLENDENNING REGARDING PARKING AND EVENTS UP NEAR WESTWORLD IN THE SALINA DEL SOL NEIGHBORHOOD.**

11. **Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

**Adjournment -9:19AM**

**Next scheduled meeting is May 19, 2015**

